

**IN THE CLAIMS**

1. (Canceled)

2. (Canceled)

3. (Canceled)

4. (Canceled)

5. (Canceled)

6. (Canceled)

7. (Canceled)

8. (Canceled)

9. (Currently Amended) A method of generating a web site, comprising the steps of:  
    presenting a page of a web site to a user, wherein the user has authority to edit the web site;  
    defining one or more other pages of one or more other web sites which the user does not have authority to edit to include a link to the presented page; and  
    placing a link on at least one of the other pages of the one or more other web sites linking to the presented page;  
    requesting an owner of the linked one or more other pages to refer to the presented page;  
and  
    generating one or more referrals based on the request.

10. (Original) The method as claimed in claim 9, further comprising the step of presenting a prompt for an acceptance of the link to the at least one of the other pages of the one or more other web sites.

11. (Original) The method as claimed in claim 9, wherein the presented page is displayed at a general-purpose computer.

12. (Original) The method as claimed in claim 9, wherein the presented page is displayed at a wireless device.

13. (Original) The method as claimed in claim 9, wherein the presented page is displayed at a multi-purpose input-output device.

14. (Original) The method as claimed in claim 9, wherein at least one of the other pages of the one or more other web sites is defined based upon one or more characteristics of the presented page.

15. (Original) The method as claimed in claim 9, wherein at least one of the other pages of the one or more other web sites is defined based upon one or more characteristics of the one or more other pages of the one or more other web sites.

16. (Canceled)

17. (Canceled)

18. (Canceled)

19. (Canceled)

20. (Canceled)

21. (Canceled)

22. (Canceled)

23. (Canceled)

24. (Canceled)

25. (Canceled)

26. (Currently Amended) A method of generating a web site, comprising the steps of:  
determining that a user has authority to edit the web site;  
defining at least one characteristic of a navigation dimension of the web site;  
generating a plurality of links from a plurality of pages of one or more other web sites  
that the user does not have authority to edit to a referred to page of the web site based upon the  
defined at least one characteristic;  
requesting an owner of the linked one or more other pages to refer to the presented page;  
and  
generating one or more referrals based on the request.

27. (Original) The method as claimed in claim 26, further comprising the step of modifying the  
at least one characteristic, wherein the plurality of links from the plurality of pages of the one or  
more other web sites to the referred to page of the web site are modified based upon the modified  
at least one characteristic.

28. (Original) The method as claimed in claim 26, further comprising the step of presenting a  
prompt for an acceptance of the link to the referred to page.

29. (Canceled)

30. (Canceled)

31. (Canceled)

32. (Canceled)

33. (Canceled)

34. (Canceled)

35. (Currently Amended) A system for generating a web site, comprising:

an output for presenting a page of a web site to a user, wherein the user has authority to edit the web site;

a multi-purpose computing device adapted to perform the steps of:

defining one or more other pages of one or more other web sites that the user does not have authority to edit to include a link to the presented page; and

placing a link on at least one of the other pages of the one or more other web sites linking to the presented page;

requesting an owner of the linked one or more other pages to refer to the presented page; and

generating one or more referrals based on the request.

36. (Original) The system as claimed in claim 35, wherein the multi-purpose computing device is adapted to further perform the step of presenting a prompt for an acceptance of the link to the at least one of the other pages of the one or more other web sites.

37. (Original) The system as claimed in claim 35, wherein the presented page is displayed at a general-purpose computer.

38. (Original) The system as claimed in claim 35, wherein at least one of the other pages of the one or more other web sites is defined based upon one or more characteristics of the presented page.

39. (Original) The system as claimed in claim 35, wherein at least one of the other pages of the one or more other web sites is defined based upon one or more characteristics of the one or more other pages of the one or more other web sites.

40. (Canceled)

41. (Canceled)

42. (Canceled)

43. (Canceled)

44. (Canceled)

45. (Canceled)

46. (Canceled)

47. (Canceled)

48. (Canceled)

49. (Canceled)

50. (Currently Amended) A system for generating a web site, comprising:

a multi-purpose computing device adapted to perform the steps of:

determining that a user has authority to edit the web site;

defining at least one characteristic of a navigation dimension of the web site; and

generating a plurality of links from a plurality of pages of one or more other web sites that the user does not have authority to edit to a referred to page of the web site based upon the defined at least one characteristic;

requesting an owner of the linked one or more other pages to refer to the page;

generating one or more referrals based on the request; and  
an output for presenting the plurality of links to the respective plurality of pages of the one or more other web sites.

51. (Original) The system as claimed in claim 50, wherein the multi-purpose computing device is adapted to further perform the step of modifying the at least one characteristic, wherein the plurality of links from the plurality of pages of the one or more other web sites to the referred to page of the web site are modified based upon the modified at least one characteristic.

52. (Original) The system as claimed in claim 50, wherein the multi-purpose computing device is adapted to further perform the step of presenting a prompt for an acceptance of the link to the referred to page.

53. (Canceled)

54. (Currently Amended) A system for generating a web site, comprising:

means for presenting a page of a web site to a user, wherein the user has authority to edit the website;

means for defining one or more other pages of one or more other web sites that the user does not have authority to edit to include a link to the presented page; and

means for placing a link on at least one of the other pages of the one or more other web sites linking to the presented page;

means for requesting an owner of the linked one or more other pages to refer to the presented page; and

means for generating one or more referrals based on the request.

55. (Canceled)

56. (Currently Amended) A computer-readable medium for storing a set of computer program instructions for generating a web site, comprising:

an instruction for presenting a page of a web site to a user, wherein the user has authority to edit the website;

an instruction for defining one or more other pages of one or more other web sites that the user does not have authority to edit to include a link to the presented page; and

an instruction for placing a link on at least one of the other pages of the one or more other web sites linking to the presented page;

an instruction for requesting an owner of the linked one or more other pages to refer to the presented page; and

an instruction for generating one or more referrals based on the request.

57. (Currently Amended) A method for gathering and validating web site referrals for a first web site over a network, comprising the steps of:

presenting a referral page at a client terminal, the referral page requesting a list of businesses related to the first web site;

receiving a first data entry, wherein the first data entry includes at least one business name;

validating each of the at least one business names;

correlating each of the at least one business names with a second web site;

presenting a list of validated business names to an operator of the first web site, wherein the operator has authority to edit the first web site;

receiving a second data entry, wherein the second data entry includes selection of at least one of the validated business names; and

requesting an owner of one or more of the validated business names to refer to the presented page; and

generating one or more referrals based on the request.

~~generating a referral from the first web site to the second web site.~~

58. (Previously Presented) The method of claim 57 further comprising the steps of:

presenting a referral page to an operator of the second web site requesting acceptance of the referral; and

presenting the operator of the second web site with an option to automatically generate a referral from the second web site to the first web site.